

CONTRACT APPROVAL REQUESTPromotion:

FREEDOM WEEKEND ALOFT
Marlboro Sponsorship

Vendor:

Freedom Weekend Aloft, Inc.

Financial Impact:

1996 - \$10,000; \$5,000 due upon complete
execution of contract, balance of \$5,000 due by
May 20, 1996

1995 - \$10,000

Project Coordinator:

Jose Fontanez

Contract/Program Description:

The attached contract by Philip Morris USA covers the arrangements for participation in the Freedom Weekend Aloft, from May 24-27, 1996. This event involves promotional tents and kiosks, pack sales, signage and incentive distribution. More than 200,000 people are expected to attend.

As the exclusive tobacco sponsor, the Marlboro brand will have major presence at these events through:

- One promotional 10' x 22' tent and two promotional kiosks;
- Hang banners and signage on and around the promotional tent and kiosks and at other locations at the site of event to be mutually agreed upon;
- The right to conduct tobacco sales and incentive distribution among adult smokers over the age of twenty-one years;
- One-quarter page black and white ad in the Official Program;
- 200 complimentary admittance tickets, 20 tickets to the "Welcome Party" and admittance to the on-site Sponsor Hospitality area preferred sponsor parking passes;
- Place a banner at the site of the champagne balloon flight for two individuals (weather permitting);
- Exclusive use of sufficient space with water and electric hookups for placement of an RV; and,

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- Recognition in advertising placed in connection with the event.

Financial Elements:

This agreement covers Marlboro's arrangement with Freedom Weekend Aloft, Inc. and the brand's presence at the event. The total sponsorship fee will be \$10,000, payable as stipulated above.

Vendor Selection:

The Freedom Weekend Aloft event is one of the most popular events in Greenville. In our seventh year of participation, the Freedom Weekend Aloft allows tobacco sales, incentive distribution, and signage opportunities. Section 22 strongly recommends participation in this event and the Marlboro brand group has sanctioned our participation, which will help further brand objectives throughout South Carolina.

Budget Implications:

This sponsorship fee has been budgeted in our 1996 program.

Approvals:

J. Fontanez _____

S. Sampson _____

I. Broeman For your signature

Finance

B. Colby _____

Risk Management

L. Robertson _____

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